

**2108000404050002**  
**EXAMINATION NOVEMBER 2024 (ATKT EXAM)**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(FOURTH SEMESTER)**  
**PRODUCTION & OPERATIONS MANAGEMENT**

[Time: As Per Schedule]

[Max. Marks: 70]

**Instructions:**

1. Fill up strictly the following details on your answer book
  - a. Name of the Examination : **BACHELOR OF BUSINESS ADMINISTRATION (FOURTH SEMESTER)**
  - b. Name of the Subject : **PRODUCTION & OPERATIONS MANAGEMENT**
  - c. Subject Code No : **2108000404050002**
2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.
5. Use of scientific calculators is not allowed. Draw diagrams wherever necessary.
6. Show proper calculations wherever necessary & write to the point answers.

Seat No:

--	--	--	--	--	--

Student's Signature

**Q.1 Explain following terms briefly. (Any Seven)**

**14**

- A Production
- B Operations Management
- C Assembly Line System
- D Conveyor Belts
- E Ordering Costs
- F MPS
- G Time Study
- H THERBLIGS
- I Work Study

- Q.2**
- a. Differentiate production and operations. Discuss coverage (Scope) of operations management. **7**
  - b. Discuss various types of Plant layouts in brief. **7**

**OR**

a. What is material handling? Explain any two principles of material handling. Discuss various types of material handling equipment giving suitable examples. 14

Q.3 a. ABC Ltd. requires a particular component which is very critical for the production. Its annual demand is 10,000 units and inventory carrying cost 20% of the price per annum. The ordering cost is Rs. 800 per order and the cost of component is Rs. 60. An external supplier is offering a discount of 10% if an ordering quantity is 1500 units. Advise the management as a purchase manager whether the discount offer should be accepted or rejected. 7

b. What do you mean by EOQ? Explain formula derivation of Economic Ordering Quantity. 7

OR

a. Annual requirement of one chemical is 60,000 Kgs.; cost of placing one order is Rs.5000 per order. Out of every order received, total 5 Kgs. are used for quality checking. Quality checking is done by destructive testing. Unit price of this material is Rs. 120/Kg. Inventory carrying cost is 30% of price on annualized basis. Cost of performing one quality check is Rs. 1900 per test. This cost of quality check does not include the cost of 5 Kgs. material used in Quality checking. Find out EOQ. If supplier offers 5% discount for order more than or equal to 15,000 Kgs., should the offer be accepted? 7

b. Discuss various cost associated with Inventory Control. 7

Q.4 a. Explain the concept of Backward Scheduling and Foreword Scheduling. 7

b. Write a detailed note on CRP. 7

OR

a. There are four areas in which company wants to sell its products. Four salesmen are available for this purpose. One salesman can attend only one area. Any salesman can go to any area but for every combination of the area and salesman, sale revenue will be different. Revenue values are shown in following Table. Find out best combination of salesman and area so that total revenue can be maximized. 10

Table of sale Revenue				
	Area 1	Area 2	Area 3	Area 4
Salesman 1	60	90	40	100
Salesman 2	120	100	80	110
Salesman 3	50	70	40	60
Salesman 4	180	100	110	140

(All figures are in thousands of rupees)

b. Today is 23<sup>rd</sup> February, 2024. We are doing production scheduling at 7 PM. Thus, today's day is not available for work. We must give delivery of each job in morning on date of delivery. Solve following sequencing problem & decide priorities of four jobs using LPT, LS & CRR rules: 4

Particular	Job 1	Job 2	Job 3	Job 4
Work remaining in day	10	14	21	27
Delivery date	8 <sup>th</sup> March, 2024	5 <sup>th</sup> March, 2024	21 <sup>st</sup> March, 2024	25 <sup>th</sup> March, 2024

Q.5 a. Explain any four recording techniques used in method study. 7

b. Explain the basic procedure (steps) of work study. 7

OR

a. The following timings were noted during work study: 7

- Load the piece into machine and start - 4 minutes
- Automatic running of machine - 30 minutes
- Unload the piece from machine - 2 minutes
- Inspection of the piece - 4 minutes
- Packing of the piece in box - 1 minute

Therefore, construct 1 worker - 1 machine chart for the most efficient Situation. Find cycle time, idle time for worker & that for machine per cycle.

b. Explain various symbols used in method study. 3

c. Explain various types of allowances given to workers in work study. 4

\*\*\*\*\*

**2108000404440002**  
**EXAMINATION NOVEMBER 2024 (ATKT EXAM)**  
**BACHELOR OF BUSINESS ADMINISTRATION (FOURTH SEMESTER)**  
**INTERNATIONAL BUSINESS ENVIRONMENT**

[Time: As Per Schedule]

[Max. Marks:70]

**Instructions:**

1. Fill up strictly the following details on your answer book
  - a. Name of the Examination : **BACHELOR OF BUSINESS ADMINISTRATION (FOURTH SEMESTER)**
  - b. Name of the Subject : **INTERNATIONAL BUSINESS ENVIRONMENT**
  - c. Subject Code No : **2108000404440002**
2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.
5. Substantiate your answer with suitable examples wherever required.

Seat No:

--	--	--	--	--	--

Student's Signature

**Q.1 Answer in brief. (Any SEVEN)**

**14**

1. What is Common Law?
2. What is Globalisation of Market?
3. What is Mores?
4. Define Regional Integration.
5. Explain any two features of capitalism.
6. What do you mean by Values?
7. List out ethical issues in International Business.
8. What is Ethical Dilemma?
9. World Trade Organization was founded in which year?
  - a) 1993
  - b) 1991
  - c) 1995
  - d) 1999
10. What is the full form of "UDHR"?
  - a) Universal declaration of human rights
  - b) Union draft of human rights
  - c) United declaration of human rights
  - d) Universal declaration of human relations

**Q.2** What is Globalization? Also explain the Drivers of Globalisation. **14**

**OR**

Define economic system. Discuss market economy, a command economy, and a mixed economy **14**

**Q.3** What is culture? Explain the study of "how culture relates to values in the workplace" undertaken by Geert Hofstede (culture and the workplace). **14**

**OR**

What do you mean by ethics? Explain the roots of unethical behaviour? **14**

**Q.4** Explain the Foreign Capital and Exchange Rate policy of India. **14**

**OR**

(A) Write a Note on Objectives and Functions of WTO. **7**

(B) Explain ethical issues involve in international business. **7**

**Q.5** Write Short Notes (Any Two) **14**

1. Difference between Collectivism and Individualism
2. Cultural Implications for Managers
3. Globalisation of Production

\*\*\*\*\*

**2108000404010002**  
**EXAMINATION NOVEMBER 2024 (ATKT EXAM)**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(FOURTH SEMESTER)**  
**ETHICS & CORPORATE SOCIAL RESPONSIBILITY**

[Time: As Per Schedule]

[Max. Marks: 70]

**Instructions:**

**1. Fill up strictly the following details on your answer book**

- a. Name of the Examination : **BACHELOR OF BUSINESS ADMINISTRATION (FOURTH SEMESTER)**
- b. Name of the Subject : **ETHICS & CORPORATE SOCIAL RESPONSIBILITY**
- c. Subject Code No : **2108000404010002**

2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.

Seat No:

--	--	--	--	--	--	--	--

Student's Signature

**Q.1 Answer in the brief: (any 7)**

**14**

- a) What are the principles of ethics in practice?
- b) Differentiate between CSR and business ethics.
- c) What are the functions of a manager facing a difficult ethical situation?
- d) What is corporate philanthropy?
- e) Explain the concept of environmental CSR.
- f) Set of rules ethical in one situation or for one person might not be otherwise. Which approach is reflected through this statement? Explain briefly.
- g) What is Corporate Social Responsibility?
- h) What are business ethics?
- i) List down the five key areas of Profitability & Ethics.
- j) Write down two characteristics of Corporate Governance rating?

**Q.2 Discuss corporate social responsibility through triple bottom line theory.**

**14**

**OR**

Explain in detail the key drivers of CSR.

**Q.3** Discuss in detail strategies and challenges for implementation of CSR in organisation. **14**

**OR**

Explain the Ethics Analysis in organization with help of Hosmer's Model.

**Q.4** Explain characteristics of business ethics. Discuss various benefits of adopting ethics in business. **14**

**OR**

Explain Teleological and Deontological approaches of Business Ethics.

**Q.5** Write short notes: (any 2) **14**

- a) Environmental aspects of CSR
- b) Cost of ethics in corporate ethics evaluation.
- c) Kohlberg Theory of Moral Development

\*\*\*\*\*

**2108000404020002**  
**EXAMINATION NOVEMBER 2024 (ATKT EXAM)**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(FOURTH SEMESTER)**  
**MANAGEMENT OF MSMES**

[Time: As Per Schedule]

[Max. Marks: 70]

**Instructions:**

**1. Fill up strictly the following details on your answer book**

- a. Name of the Examination : **BACHELOR OF BUSINESS ADMINISTRATION (FOURTH SEMESTER)**
- b. Name of the Subject : **MANAGEMENT OF MSMES**
- c. Subject Code No : **2108000404020002**

2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.
5. Each question carries equal marks.

Seat No:

--	--	--	--	--	--

Student's Signature

**Q.1 Answer in brief (Any Seven)**

**14**

1. Define medium enterprise.
2. Give the meaning of the entrepreneur memorandum.
3. Why MSMEs have a high capacity to generate employment in India?
4. MSME provides support to large-scale companies. Explain with an example.
5. What are the eligibility criteria to get patent?
6. Give any two reasons why Indian MSMEs should take IPRs.
7. Give example of any two intellectual property rights.
8. Why there are fewer industrial disputes in MSME sector?
9. State the benefits of registration to MSME entrepreneurs.
10. What is the duration of patent in India?

**Q.2**

- A. Explain the objectives of setting up MSME in India.
- B. Discuss in detail the evolution of MSME.

**7**

**7**

**OR**

- A. Elaborate all the features of MSME.

**7**

B. Write a detailed note on the scope and trends of small enterprises in India. 7

**Q.3** A. Give a detailed explanation of the registration process of MSMEs and list the documents required for registration. 7

B. What is the role of government in promoting MSMEs? 7

**OR**

A. Explain all the advantages of MSME in detail. 7

B. MSMEs are a driving force for economic development. - Discuss. 7

**Q.4** Discuss copyright in detail. What kind of work can be protected by copyrights? 14

**OR**

Give a detailed explanation of various challenges faced by MSME sector in India. 14

**Q.5** Write Short Notes (Any Two) 14

1. Opportunities for MSMEs
2. Government policies for MSME sector
3. Counterfeit goods and IP
4. Trademark infringement

\*\*\*\*\*